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2. (Amended) The speaker unit according to claim [1] 4, wherein the frame structure, the top plate, the plate-shaped magnet and the back plate are arranged in parallel relation with one another.

3. (Amended) The speaker unit according to claim [1] 4, wherein the speaker unit is installed on either side of a television display on a television set.

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51.
[Please add new claims 4-13 as follows:]

4. A speaker unit comprising
an elliptical vibrating diaphragm;
a cylindrical voice coil secured at one end thereof on a center of the elliptical vibrating diaphragm;
a rectangular frame for movably supporting the vibrating diaphragm and having a through hole in its center;
a magnetic circuit formed by a top plate having a rectangular shape and having a through hole in its center, a plate-shaped magnet having a rectangular shape and having a through hole in its center, and a back plate having a rectangular shape and having an integrally formed upright pole on its center,

wherein the top plate, the plate-shaped magnet and the back plate each has a width that is narrower than that of the frame in its shorter axis. ⁴

Ad Sub G 7 5. The speaker unit according to claim 4, further including:

Cont a case made of a magnetic material and adapted to cooperate with the top plate to house the plate-shaped magnet and back plate, said case having a generally rectangular parallelepiped shape having an open upper side and having a width narrower than that of the frame.

Sub 6 7 6. A speaker unit comprising:

an elliptical vibrating diaphragm;

a cylindrical voice coil secured at one end thereof on a center of the elliptical vibrating diaphragm;

5 an elliptical frame for movably supporting the vibrating diaphragm and having a through hole in its center;

a magnetic circuit formed by a top plate having a rectangular shape and having a through hole in its center, a plate-shaped magnet having a rectangular shape and having a through hole in its center, and a back plate having a rectangular shape and having an upright pole on its center,

wherein the top plate, the plate-shaped magnet and the back plate each has a width that is narrower than that of the frame in its shorter axis.

Sub 6 7. The speaker unit according to claim 6, further including:

a case made of a magnetic material and adapted to cooperate with the top plate to house the plate-shaped magnet and back plate, said case having a generally rectangular parallelepiped shape having an open upper side and having a width narrower than that of the frame.

8. The speaker unit according to claim 6, wherein the frame structure, the top plate, the plate-shaped magnet and the back plate are arranged in parallel relation with one another.

9. The speaker unit according to claim 6, wherein the speaker unit is installed on either side of a television display on a television set.

Sub 3 10. A speaker unit comprising:

an elliptical vibrating diaphragm;

a cylindrical voice coil secured at one end thereof on a center of the elliptical vibrating diaphragm;

a elliptical frame for movably supporting the vibrating diaphragm and having a through hole in its center;

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a magnetic circuit formed by a top plate having a rectangular shape and having a through hole in its center, a plate-shaped magnet having a rectangular shape and having a through hole in its center, and a back plate having a rectangular shape and having an integrally formed upright pole on its center,

wherein the top plate, the plate-shaped magnet and the back plate each has a width that is narrower than that of the frame in its shorter axis.

11. The speaker unit according to claim 10, further including:

a case made of a magnetic material and adapted to cooperate with the top plate to house the plate-shaped magnet and back plate, said case having a generally rectangular parallelepiped shape having an open upper side and having a width narrower than that of the frame.

12. The speaker unit according to claim 10, wherein the frame structure, the top plate, the plate-shaped magnet and the back plate are arranged in parallel relation with one another.

13. The speaker unit according to claim 10, wherein the speaker unit is installed on either side of a television display on a television set. 14